

INTERNATIONAL COOPERATION TREATY
PCT
INTERNATIONAL PRELIMINARY EXAMINATION REPORT
(PCT Article 36 and Rule 70)

Applicant's or agent's file reference impulwo	FOR FURTHER ACTION. See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416).	
International Application No. PCT/AU00/00623	International Filing Date (<i>day/month/year</i>) 31 May 2000	Priority Date (<i>day/month/year</i>) 31 May 1999
International Patent Classification (IPC) or national classification and IPC Int. Cl. ⁷ G09F 23/06		
Applicant IMPULSE INSTORE MARKETING SERVICES PTY LTD et al		

1.	This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.																								
2.	<p>This REPORT consists of a total of 3 sheets, including this cover sheet.</p> <p><input type="checkbox"/> This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).</p> <p>These annexes consist of a total of sheet(s).</p>																								
3.	<p>This report contains indications relating to the following items:</p> <table><tr><td>I</td><td><input checked="" type="checkbox"/></td><td>Basis of the report</td></tr><tr><td>II</td><td><input type="checkbox"/></td><td>Priority</td></tr><tr><td>III</td><td><input type="checkbox"/></td><td>Non-establishment of opinion with regard to novelty, inventive step and industrial applicability</td></tr><tr><td>IV</td><td><input type="checkbox"/></td><td>Lack of unity of invention</td></tr><tr><td>V</td><td><input checked="" type="checkbox"/></td><td>Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement</td></tr><tr><td>VI</td><td><input type="checkbox"/></td><td>Certain documents cited</td></tr><tr><td>VII</td><td><input type="checkbox"/></td><td>Certain defects in the international application</td></tr><tr><td>VIII</td><td><input type="checkbox"/></td><td>Certain observations on the international application</td></tr></table>	I	<input checked="" type="checkbox"/>	Basis of the report	II	<input type="checkbox"/>	Priority	III	<input type="checkbox"/>	Non-establishment of opinion with regard to novelty, inventive step and industrial applicability	IV	<input type="checkbox"/>	Lack of unity of invention	V	<input checked="" type="checkbox"/>	Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement	VI	<input type="checkbox"/>	Certain documents cited	VII	<input type="checkbox"/>	Certain defects in the international application	VIII	<input type="checkbox"/>	Certain observations on the international application
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VIII	<input type="checkbox"/>	Certain observations on the international application																							

Date of submission of the demand 22 December 2000	Date of completion of the report 31 January 2001
Name and mailing address of the IPEA/AU AUSTRALIAN PATENT OFFICE PO BOX 200, WODEN ACT 2606, AUSTRALIA E-mail address: pct@ipaustalia.gov.au Facsimile No. (02) 6285 3929	Authorized Officer J.W. THOMSON Telephone No. (02) 6283 2214

I. Basis of the report

1. With regard to the elements of the international application:*
- ☒ the international application as originally filed.
- ☐ the description, pages , as originally filed,
 pages , filed with the demand,
 pages , received on with the letter of
- ☐ the claims, pages , as originally filed,
 pages , as amended (together with any statement) under Article 19,
 pages , filed with the demand,
 pages , received on with the letter of
- ☐ the drawings, pages , as originally filed,
 pages , filed with the demand,
 pages , received on with the letter of
- ☐ the sequence listing part of the description:
 pages , as originally filed
 pages , filed with the demand
 pages , received on with the letter of
2. With regard to the language, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.
These elements were available or furnished to this Authority in the following language which is:
- ☐ the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).
- ☐ the language of publication of the international application (under Rule 48.3(b)).
- ☐ the language of the translation furnished for the purposes of international preliminary examination (under Rules 55.2 and/or 55.3).
3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, was on the basis of the sequence listing:
- ☐ contained in the international application in written form.
- ☐ filed together with the international application in computer readable form.
- ☐ furnished subsequently to this Authority in written form.
- ☐ furnished subsequently to this Authority in computer readable form.
- ☐ The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.
- ☐ The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished
4. ☐ The amendments have resulted in the cancellation of:
- ☐ the description, pages
- ☐ the claims, Nos.
- ☐ the drawings, sheets/fig.
5. ☐ This report has been established as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).**

* Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report since they do not contain amendments (Rules 70.16 and 70.17).

** Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report

V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement**1. Statement**

Novelty (N)	Claims 1 - 22	YES
	Claims	NO
Inventive step (IS)	Claims 1 - 22	YES
	Claims	NO
Industrial applicability (IA)	Claims 1 - 22	YES
	Claims	NO

2. Citations and explanations (Rule 70.7)

US 4376502 A (COHEN) 15 March 1983

EP 941934 A (FLINK) 15 September 1999

These citations do not disclose the invention as defined in claims 1 to 22.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/AU00/00623

A. CLASSIFICATION OF SUBJECT MATTER

Int. Cl. ⁷: G09F 23/06

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC: G09F 23/06

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
WPAT: G09F and "basket"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
P,A	EP 941934 A (FLINK) 15 September 1999	
A	US 4376502 A (COHEN) 15 March 1983	

☐ Further documents are listed in the continuation of Box C ☐ See patent family annex

* Special categories of cited documents:	
"A" document defining the general state of the art which is not considered to be of particular relevance	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"E" earlier application or patent but published on or after the international filing date	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search
4 July 2000

Date of mailing of the international search report
12 JUL 2000

Name and mailing address of the ISA/AU
AUSTRALIAN PATENT OFFICE
PO BOX 200, WODEN ACT 2606, AUSTRALIA
E-mail address: pct@ipaustalia.gov.au
Facsimile No. (02) 6285 3929

Authorized officer

J.W. THOMSON
Telephone No : (02) 6283 2214

(ME)

From the INTERNATIONAL BUREAU

PCT

**NOTICE INFORMING THE APPLICANT OF THE
COMMUNICATION OF THE INTERNATIONAL
APPLICATION TO THE DESIGNATED OFFICES**

(PCT Rule 47.1(c), first sentence)

To:

EARLEY, Martin
Patent Attorney Services
26 Ellingworth Parade
Box Hill, VIC 3128
AUSTRALIE

21 DEC 2000

Date of mailing (day/month/year)

07 December 2000 (07.12.00)

Applicant's or agent's file reference

impulwo

IMPORTANT NOTICE

International application No.

PCT/AU00/00623

International filing date (day/month/year)

31 May 2000 (31.05.00)

Priority date (day/month/year)

31 May 1999 (31.05.99)

Applicant

IMPULSE INSTORE MARKETING SERVICES PTY LTD et al

1. Notice is hereby given that the International Bureau has communicated, as provided in Article 20, the international application to the following designated Offices on the date indicated above as the date of mailing of this Notice:
AG,AU,DZ,KP,KR,MZ,US

In accordance with Rule 47.1(c), third sentence, those Offices will accept the present Notice as conclusive evidence that the communication of the international application has duly taken place on the date of mailing indicated above and no copy of the international application is required to be furnished by the applicant to the designated Office(s).

2. The following designated Offices have waived the requirement for such a communication at this time:

AE,AL,AM,AP,AT,AZ,BA,BB,BG,BR,BY,CA,CH,CN,CR,CU,CZ,DE,DK,DM,EA,EE,EP,ES,FI,GB,GD,GE,GH,GM,HR,HU,ID,IL,IN,IS,JP,KE,KG,KZ,LC,LK,LR,LS,LT,LU,LV,MA,MD,MG,MK,MN,MW,MX,NO,NZ,OA,PL,PT,RO,RU,SD,SE,SG,SI,SK,SL,TJ,TM,TR,TT,TZ,UA,UG,UZ,VN,YU,ZA,ZW

The communication will be made to those Offices only upon their request. Furthermore, those Offices do not require the applicant to furnish a copy of the international application (Rule 49.1(a-bis)).

3. Enclosed with this Notice is a copy of the international application as published by the International Bureau on 07 December 2000 (07.12.00) under No. WO 00/74028

REMINDER REGARDING CHAPTER II (Article 31(2)(a) and Rule 54.2)

If the applicant wishes to postpone entry into the national phase until 30 months (or later in some Offices) from the priority date, a **demand for international preliminary examination** must be filed with the competent International Preliminary Examining Authority before the expiration of 19 months from the priority date.

It is the applicant's sole responsibility to monitor the 19-month time limit.

Note that only an applicant who is a national or resident of a PCT Contracting State which is bound by Chapter II has the right to file a demand for international preliminary examination.

REMINDER REGARDING ENTRY INTO THE NATIONAL PHASE (Article 22 or 39(1))

If the applicant wishes to proceed with the international application in the **national phase**, he must, within 20 months or 30 months, or later in some Offices, perform the acts referred to therein before each designated or elected Office.

For further important information on the time limits and acts to be performed for entering the national phase, see the Annex to Form PCT/IB/301 (Notification of Receipt of Record Copy) and Volume II of the PCT Applicant's Guide.

The International Bureau of WIPO
34, chemin des Colombettes
1211 Geneva 20, Switzerland

Authorized officer

J. Zahra

Facsimile No. (41-22) 740.14.35

Telephone No. (41-22) 338.83.38

PATENT COOPERATION TREATY

ME

PCT

From the INTERNATIONAL BUREAU

INFORMATION CONCERNING ELECTED
OFFICES NOTIFIED OF THEIR ELECTION

(PCT Rule 61.3)

To:

RECEIVED

EARLEY, Martin
Patent Attorney Services
26 Ellingworth Parade
Box Hill, VIC 3128
AUSTRALIE

23 FEB 2001

PATENT ATTORNEY
SERVICES

Date of mailing (day/month/year)

12 February 2001 (12.02.01)

Applicant's or agent's file reference

impulwo

IMPORTANT INFORMATION

International application No.

PCT/AU00/00623

International filing date (day/month/year)

31 May 2000 (31.05.00)

Priority date (day/month/year)

31 May 1999 (31.05.99)

Applicant

IMPULSE INSTORE MARKETING SERVICES PTY LTD et al

1. The applicant is hereby informed that the International Bureau has, according to Article 31(7), notified each of the following Offices of its election:

AP : GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW

EP : AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE

National : AU, BG, CA, CN, CZ, DE, IL, JP, KP, KR, MN, NO, NZ, PL, RO, RU, SE, SK, US

2. The following Offices have waived the requirement for the notification of their election; the notification will be sent to them by the International Bureau only upon their request:

EA : AM, AZ, BY, KG, KZ, MD, RU, TJ, TM

OA : BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG

National : AE, AG, AL, AM, AT, AZ, BA, BB, BR, BY, CH, CR, CU, DK, DM, DZ, EE, ES, FI, GB, GD,
GE, GH, GM, HR, HU, ID, IN, IS, KE, KG, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MW, MX,
MZ, PT, SD, SG, SI, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW

3. The applicant is reminded that he must enter the "national phase" **before the expiration of 30 months from the priority date** before each of the Offices listed above. This must be done by paying the national fee(s) and furnishing, if prescribed, a translation of the international application (Article 39(1)(a)), as well as, where applicable, by furnishing a translation of any annexes of the international preliminary examination report (Article 36(3)(b) and Rule 74.1).

Some offices have fixed time limits expiring later than the above-mentioned time limit. For detailed information about the applicable time limits and the acts to be performed upon entry into the national phase before a particular Office, see Volume II of the PCT Applicant's Guide.

The entry into the European regional phase is postponed **until 31 months from the priority date** for all States designated for the purposes of obtaining a European patent.

The International Bureau of WIPO
34, chemin des Colombettes
1211 Geneva 20, Switzerland

Authorized officer:

R. E. Stoffel

Facsimile No. (41-22) 740.14.35

Telephone No. (41-22) 338.83.38

15

PATENT COOPERATION TREATY
PCT
INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

Applicant's or agent's file reference imp1wo	FOR FURTHER ACTION	See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416).
International Application No. PCT/AU00/00623	International Filing Date (<i>day/month/year</i>) 31 May 2000	Priority Date (<i>day/month/year</i>) 31 May 1999
International Patent Classification (IPC) or national classification and IPC Int. Cl. ⁷ G09F 23/06		
Applicant IMPULSE INSTORE MARKETING SERVICES PTY LTD et al		

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These annexes consist of a total of sheet(s):

3. This report contains indications relating to the following items:

- | | | |
|------|-------------------------------------|---|
| I | <input checked="" type="checkbox"/> | Basis of the report |
| II | <input type="checkbox"/> | Priority |
| III | <input type="checkbox"/> | Non-establishment of opinion with regard to novelty, inventive step and industrial applicability |
| IV | <input type="checkbox"/> | Lack of unity of invention |
| V | <input checked="" type="checkbox"/> | Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement |
| VI | <input type="checkbox"/> | Certain documents cited |
| VII | <input type="checkbox"/> | Certain defects in the international application |
| VIII | <input type="checkbox"/> | Certain observations on the international application |

Date of submission of the demand 22 December 2000	Date of completion of the report 31 January 2001
Name and mailing address of the IPEA/AU AUSTRALIAN PATENT OFFICE PO BOX 200, WODEN ACT 2606, AUSTRALIA E-mail address: pct@ipaaustralia.gov.au Facsimile No. (02) 6285 3929	Authorized Officer J.W. THOMSON Telephone No. (02) 6283 2214

I. Basis of the report

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- ☐ the description, pages , as originally filed,
 pages , filed with the demand,
 pages , received on with the letter of
- ☐ the claims, pages , as originally filed,
 pages , as amended (together with any statement) under Article 19,
 pages , filed with the demand,
 pages , received on with the letter of
- ☐ the drawings, pages , as originally filed,
 pages , filed with the demand,
 pages , received on with the letter of
- ☐ the sequence listing part of the description:
 pages , as originally filed
 pages , filed with the demand
 pages , received on with the letter of
2. With regard to the **language**, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.
 These elements were available or furnished to this Authority in the following language which is:
- ☐ the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).
- ☐ the language of publication of the international application (under Rule 48.3(b)).
- ☐ the language of the translation furnished for the purposes of international preliminary examination (under Rules 55.2 and/or 55.3).
3. With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, was on the basis of the sequence listing:
- ☐ contained in the international application in written form.
- ☐ filed together with the international application in computer readable form.
- ☐ furnished subsequently to this Authority in written form.
- ☐ furnished subsequently to this Authority in computer readable form.
- ☐ The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.
- ☐ The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished
4. ☐ The amendments have resulted in the cancellation of:
- ☐ the description, pages
- ☐ the claims, Nos.
- ☐ the drawings, sheets/fig.
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** Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report

V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement**1. Statement**

Novelty (N)	Claims 1 -22	YES
	Claims	NO
Inventive step (IS)	Claims 1 - 22	YES
	Claims	NO
Industrial applicability (IA)	Claims 1 - 22	YES
	Claims	NO

2. Citations and explanations (Rule 70.7)

US 4376502 A (COHEN) 15 March 1983

EP 941934 A (FLINK) 15 September 1999

These citations do not disclose the invention as defined in claims 1 to 22.

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
7 December 2000 (07.12.2000)

PCT

(10) International Publication Number
WO 00/74028 A1

(51) International Patent Classification: **G09F 23/06**

(21) International Application Number: **PCT/AU00/00623**

(22) International Filing Date: **31 May 2000 (31.05.2000)**

(25) Filing Language: **English**

(26) Publication Language: **English**

(30) Priority Data:
PQ 0733 31 May 1999 (31.05.1999) AU

(71) Applicant (for all designated States except US): **IMPULSE INSTORE MARKETING SERVICES PTY LTD** [AU/AU]; 211 Beach Road, Mordialloc, VIC 3195 (AU).

(81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, CZ (utility model), DE, DE (utility model), DK, DK (utility model), DM, DZ, EE, EE (utility model), ES, FI, FI (utility model), GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SK (utility model), SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.

(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **NELSON, Paul** [AU/AU]; 211 Beach Road, Mordialloc, VIC 3195 (AU).

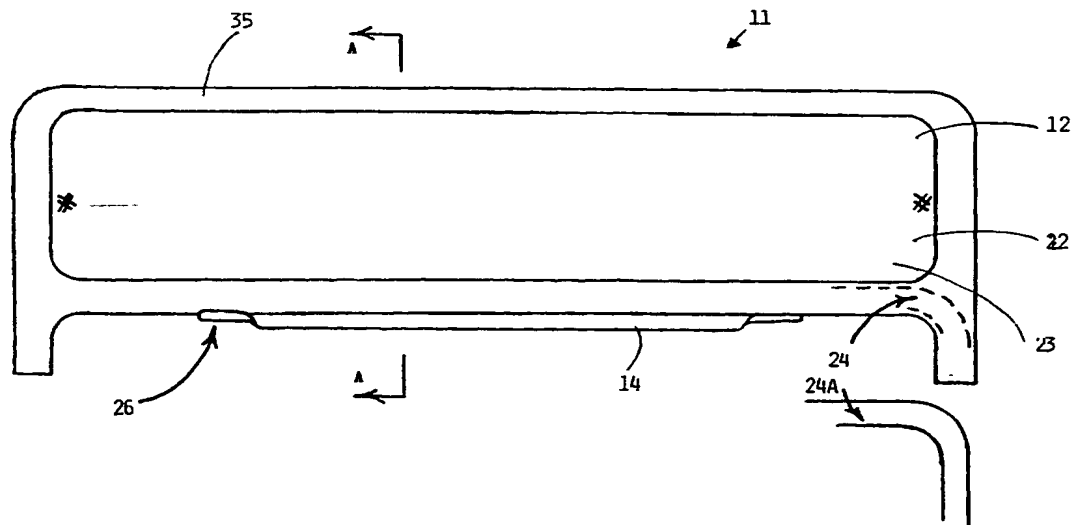
(74) Agent: **EARLEY, Martin**; Patent Attorney Services, 26 Ellingworth Parade, Box Hill, VIC 3128 (AU).

Published:

— With international search report.

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: **CARRY BASKET DISPLAY**



(57) Abstract: A display unit (11) for connection to or integral with a rim (24A) of a carry basket by means of a rim engaging portion (24). The display unit (11) able to receive an advertisement in a display panel (12) or hold an electronic tool. The display unit (11) extending outwards from the upper rim of the carry basket and allowing nesting of a plurality of baskets.

WO 00/74028 A1

CARRY BASKET DISPLAY

TECHNICAL FIELD

This invention relates to an display unit for use with a shopping carry basket. It can be particularly useful for displaying advertisements but is not limited to such use and may display other information or other aids.

BACKGROUND ART

It is known to use signs for advertisements on shopping trolleys such as shown in US patent document No. 4,922,639 in order to provide a means for businesses to advertise their particular products. In this way advertisements are not merely located along the aisle where the product is located but attention can be brought to the shopper when using the shopping trolley. However, such a display unit as shown in US 4,922,639 merely provides two panels which fit on either side of the side wall of the shopping trolley basket and interfit using tabs and slots. The resulting display panel therefore co-extends with the side wall of the shopping trolley.

Another known advertising means is shown in published international application No. WO 98/12693 and includes an advertising support means mounted on the handle of a shopping trolley and extends upwards towards the shopper pushing the trolley. Such a mechanism requires a solid heavy construction and is only applicable to a shopping trolley.

The supermarket nowadays is often used similarly to a convenience store in that shoppers may only wish to purchase under 12 items in order to obtain fresh produce each day or to fulfil a particular urgent requirement for a meal or function. As a result of this trend, a majority of supermarkets have an "express lane" for shoppers purchasing less than 12 items. Such shoppers do not require the use of a shopping trolley but make use of shopping carry baskets. One standard form is a molded plastic structure with a top opening

of 30 cm by 38 cm and a height of 21 cm. The side walls and base can include openings so as to minimise the material used in the structure and to assist in forming a pattern of ribs which strengthens the structure. However, due to the size and structure of the product normal advertising means are not adequate and generally not used. An advertising panel co-extending with the side of the basket is clearly of a much smaller size than the usual sizing in a shopping trolley and can be covered by the first item that is placed in the carry basket.

It is therefore an object of the invention to provide a carry basket display means which overcomes these problems and makes a display unit that is readily viewable at all times.

Another aim of the invention is to save the shopper time and trouble involved in locating the most commonly sought products of shoppers only requiring less than 12 items. Store aisles often have signs above the aisles to indicate some broad general categories of goods. However, such a system has its limitations including the lack of space on such signs and the lack of variability of the sign so as to bring different items to the shoppers attention during different weeks. Advertisers may also wish to make use of the display to emphasise their product and therefore require the shopper to be directed to their product. The reliance on staff at the shop or supermarket in directing shoppers to the position of the required product is time consuming and often dissatisfying to the shopper in needing to locate staff.

It is therefore a further object of the invention to provide a display which overcomes some of the identified problems and allows ready use for display of advertisements or recipes or other information such as a direction means to aid the shopper to the product.

DISCLOSURE OF INVENTION

In accordance with the invention there is provided a display unit, for use with a shopping carry basket, including a display panel for receiving and displaying an advertisement or other information or holding an electronic display or other tool, and a

connection member, supporting the display panel and connectable to the carry basket, with the display panel extending externally of the basket such that the carry basket display panel is viewable from above while still allowing a plurality of carry baskets to be nested.

The display panel can include a base member providing a base for the display of an advertisement or other information or other tool to be placed thereon. The display panel can further include clips or pouches to hold the information or to hold a tool such as a calculator or electronic store guide. In another form there is provided a cover plate interfitting with the base member and encapsulating the advertisement. The cover plate at least is transparent for viewing of the advertisement. The display panel may also be mounted so as to allow relative movement such as a flip-over baseplate to provide multiple surfaces for holding or displaying information or tools. In another form the whole display panel may rotate around the rim of the basket or the like to provide a plurality of useable sides.

The connection member can be connectable to an upper portion of a side wall of the carry basket. It may include a rim engaging portion for fitting over and engaging the rim of the carry basket to facilitate support of the display panel.

The rim engaging portion can be sized and shaped to extend the length and partially around the corners of one side of a shopping carry basket such that the interfitting with the entire side rim and the respective two corners of a basket provides a stable torsional positioning of the display panel on the basket. The connection member can include an extension head which extends along the side wall and is attached thereto to retain the display unit in position. Extension head can include protruding ears which interfit into openings of the side wall of the basket to provide a secure fitting of the display unit. Complementary advertisement display units will be mounted at either end of the shopping carry basket to extend externally away from the opening and provide a balanced symmetrical look and feel

to the carry basket while still allowing nesting of a plurality of carrying baskets on top of each other for storage. The display units may be mounted on any or all sides of the basket and may be of differing shapes to allow a contour complementary to a user's body or for particularly startling effect such a product shape.

5 The display unit of the invention for use with a shopping carry basket can include at least one display panel and a connection member supporting the display panels and connectable or connected to the carry basket such that the display panel at least partially extends away from the top opening of the carry basket when in position, a display panel able to receive a shop direction aid for facilitating the user to locate the required product in the
10 shop. The shop direction aid can be a printed location or aisle number of directory or map or an electronic display means. The display unit may have one display panel able to provide details of a product or plurality of products such as in the form of advertisements or recipes and a second display panel having a shop direction aid for assisting the user to locate particularly the products identified in the first display panel. Preferably the first and second
15 display panels allow ready replacement of product details and directional aid.

In one particular form of the invention, the advertisement display unit has a display panel surrounded by a horse-shoe cross section rim having a length corresponding to the length of one side of a carry basket and a size of one portion of the rim able to fit over the rim of the side of the carry basket and along its entire length. The connection member
20 formed by a substantially planar extension head extends from one outer side of the rim of the display unit overfitting the rim of the basket so as to co-extend with the inner side of the basket and be fixed thereto. Preferably the extension head includes ears which interfit with openings in the side wall to retain the display unit in position. The display unit can have

extensions of the rim sized and shaped to extend around and interfit with the corners of the rim of the carry basket when in position so as to provide torsional strength.

In another form of the invention, the display unit is made integral with the carry basket.

- 5 Preferably the display units when mounted on or made integral with the carry basket extend in a plane parallel to the base of the carry basket but coinciding with the open top of the carry basket. However, the display panels may extend upwardly to this plane at an acute angle to the top plane of the carry basket so that the display unit is more directioned towards the holder of the carry basket and therefore provides more of an impact of the shopping
- 10 display advertisement.

BRIEF DESCRIPTION OF DRAWINGS

In order that the invention may be more readily understood, an embodiment thereof will be described with way of example only with reference to the drawings, wherein:

Figure 1 is a plan view of a display unit in accordance with a first embodiment of the

15 invention;

Figure 2 is a side inner view of the display unit of Figure 1; and

Figure 3 is a sectional view along section A-A of Figure 1.

MODE FOR CARRYING OUT THE INVENTION

Referring to the drawings there is shown a display unit 11 for attachment to a carry

20 basket and comprising an elongated rectangular display panel 12 with around its entire perimeter an inverted U-shape rim 35. The rim 35 provides a strength to the display unit 11 and provides soft edges to the display panel 12 as well as interfitting means to the carry basket as will be further discussed later.

The display panel 12 is formed by a planar base member 22 extending from an inner side of a lower portion of the inverted U-shape rim 35 along its entire perimeter. A similar sizing planar cover plate 23 overlies the base member 22 within the confines of the rim 35 and is able to encapsulate an advertisement between the base member 22 and the cover plate 23. Other material can be included including store directories, recipes, specials and position references in the shop of particular articles. The upper cover plate 23 has a clear window to allow viewing of the advertisement therethrough. Also the base member could in another form receive a calculator or electronic store guide or the like within the rim 35.

The display unit 11 further includes a connection member 14 extending from one longitudinal side of the display panel. The connection member 14 has a combination of a substantially planar extension head 25 extending from an outer part of the inverted U of the rim 35 along one longitudinal side, and rim engaging portions 24 formed along the same longitudinal side of the inverted U-shape rim 35. The corner portions of the rim engaging portions 24 at the lateral ends thereof are extensions curving away from the display panel 12 and corresponding to the corner rims 24A of the carry basket such that the longitudinal rim engaging portions 24 engages along one entire side of the carry basket and around the corresponding end corners of the carry basket rim. The extension head 25 extends along the inner surface of the side of the carry basket. In this way the connection member 14 is supported by the top rim 24A of the side of the carry basket together with the extension head 25 co-extending with the side wall (not shown). Protruding ears 26 at transverse ends of the extension head 25 are sized, shaped and relatively positioned to the rim engaging portions 24 to interfit into openings in the side wall to provide a tab and slot interfitting thereto. The protruding ears 26 are in a plane partially inward of the plane of the extension head 25 so as to facilitate the slotting in and through the openings of the side wall of the

carry basket. The protruding ears 26 must therefore be a critical distance below the upper rim engaging portion 24 corresponding with the vertical distance from the top rim 24A of the basket and the slot openings (not shown) of the basket to receive the protruding ears 26.

In one particular preferred form the display panel 12 is of a size of 280 mm x 50 mm so that in combination with the thickness of the rim 35 can co-extend with the standard 30 cm long side wall of the carry basket. The length of the extensions of the rim from the outer most portion of the rim 35 is 100 mm is sufficient to provide contact around the corner of the basket and improve the torsional rigidity of the display apparatus.

It should be understood that the above description is of a particular preferred embodiment of the invention. Clearly a person skilled in the art will understand variations of the invention without any inventive element. The scope of the invention is inclusive of the variations that will be readily recognised by a person skilled in the art.

CLAIMS

1. A display unit, for use with a shopping carry basket, including a display panel for receiving and displaying an advertisement or other information or holding an electronic display or other tool, and a connection member, supporting the display panel and
5 connectable to the carry basket, such that in use the display panel extends outwardly from the basket and is viewable from above while allowing a plurality of carry baskets to be nested.
2. A display unit according to claim 1 including a base member providing a base for the display of an advertisement or other information or other tool to be placed thereon and
10 including a cover plate interfitting with the base member and encapsulating an advertisement with at least a portion of the cover plate being transparent for viewing of the advertisement.
3. A display unit according to claim 1 including clips or pouches to hold the information or to hold a tool such as a calculator or electronic store guide.
4. A display unit according to claim 1 wherein the connection member provides
15 movement relative to the basket to provide multiple surfaces for holding or displaying information or tools.
5. A display unit according to claim 1 wherein the connection member is pivotally mountable on a basket to allow rotation of the display panel.
6. A display unit according to claim 1 including the connection member able to connect
20 to an upper portion of a side wall of the carry basket.
7. A display unit according to claim 1 including a rim engaging portion for fitting over and engaging the rim of the carry basket to facilitate support of the display panel.
8. A display unit according to claim 7 wherein the rim engaging portion is sized and shaped to extend the length and partially around the corners of one side of a shopping carry

basket such that the interfitting with the entire side rim and the respective two corners of a basket provides a stable torsional support of the display panel on the basket.

9. A display unit according to claim 1 including a connection member having an extension head which extends along the side wall of the basket and attaches thereto to retain
5 the display unit in position.

10. A display unit according to claim 9 wherein the extension head includes protruding ears which interfit into openings of the side wall of the basket to provide a secure fitting of the display unit.

11. A display unit according to claim 1 including complementary advertisement display
10 units mounted at either end or side of the shopping carry basket to extend externally away from the opening and provide a balanced symmetrical look and feel to the carry basket while still allowing nesting of a plurality of carrying baskets on top of each other for storage.

12. A display unit for use with a shopping carry basket having at least one display panel and a connection member supporting the display panels and connectable to or integral with
15 the carry basket such that the display panel at least partially extends away from the top opening of the carry basket when in position, a display panel able to receive an advertisement or a shop direction aid for facilitating the user to locate the required product in the shop.

13. A display unit according to claim 12 including a shop direction aid with a printed location or aisle number directory map or an electronic display means.

20 14. A display unit according to claim 12 including a display panel able to provide details of a product or plurality of products such as in the form of advertisements or recipes and a second display panel having a shop direction aid for assisting the user to locate the products identified in the first display panel.

15. A display unit according to claim 12 including a first and second display panels allowing display of product details and directional aid.

16. A display unit including a display panel surrounded by a horse-shoe cross section rim having a length corresponding to the length of one side of a carry basket and a size of one
5 portion of the rim able to fit over the rim of the side of the carry basket and along a substantial part of its length.

17. A display unit according to claim 16 including a connection member formed by a substantially planar extension head extending from one outer side of the rim of the display unit and overfitting the rim of the basket so as to co-extend with the inner side of the basket
10 and be fixable thereto.

18. A display unit according to claim 16 including an extension head with ears which interfit with openings in the side wall of the basket to retain the display unit in position.

19. A display unit according to claim 16 including extensions of the rim sized and shaped to extend around and interfit with the corners of the rim of the carry basket when in position
15 so as to provide torsional strength.

20. A display unit according to claim 1 wherein the display unit is made integral with the carry basket.

21. A display unit according to claim 20 including the display units when mounted on or made integral with the carry basket extending in a plane parallel to the base of the carry
20 basket and co-extending with the open top of the carry basket.

22. A display unit according to claim 21 wherein the display panels extend outwardly to the plane of the sides of the basket at an acute angle to the top plane of the carry basket so that the display unit is facing upwards relative to the holder of the carry basket.

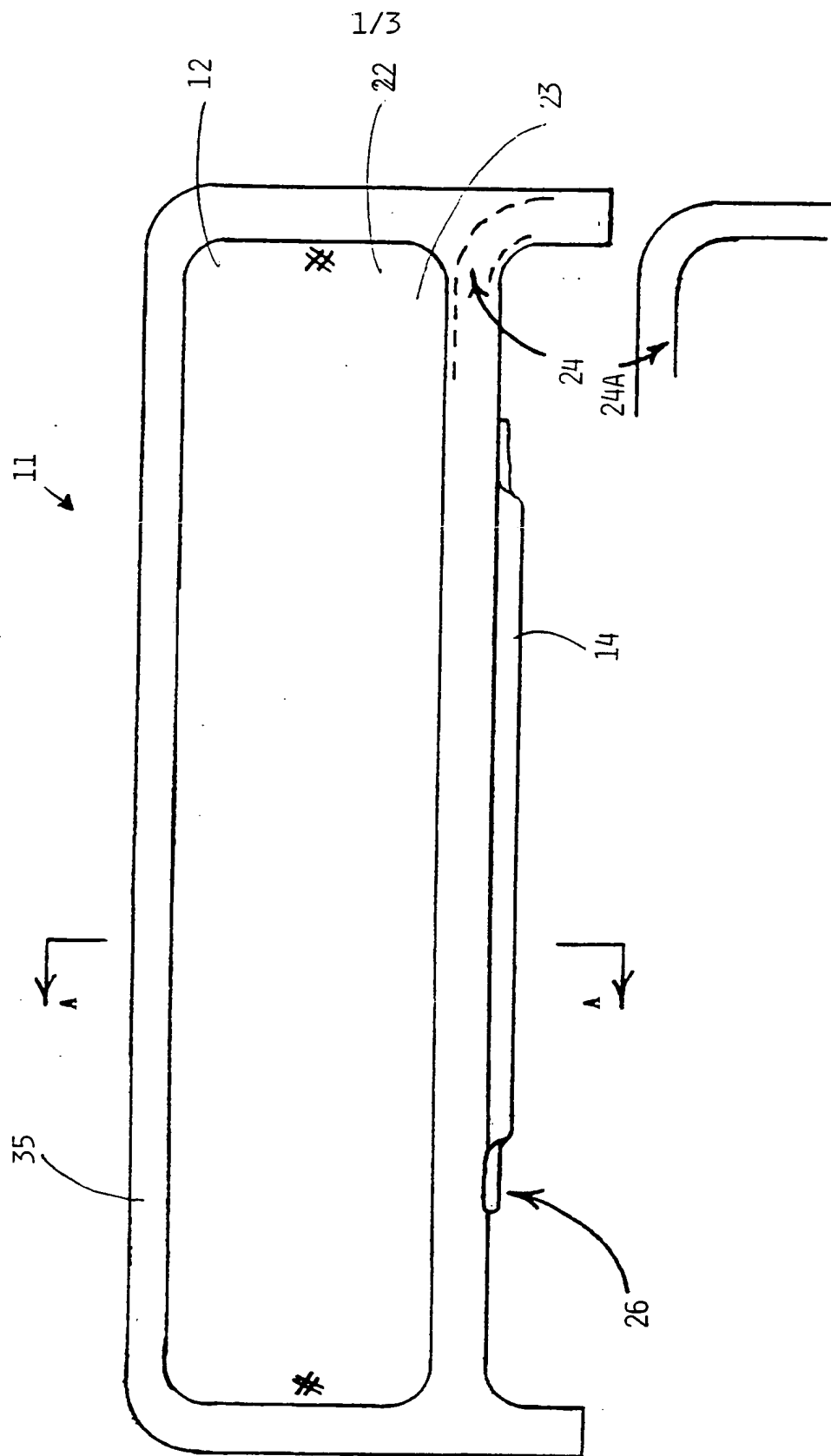


FIG 1

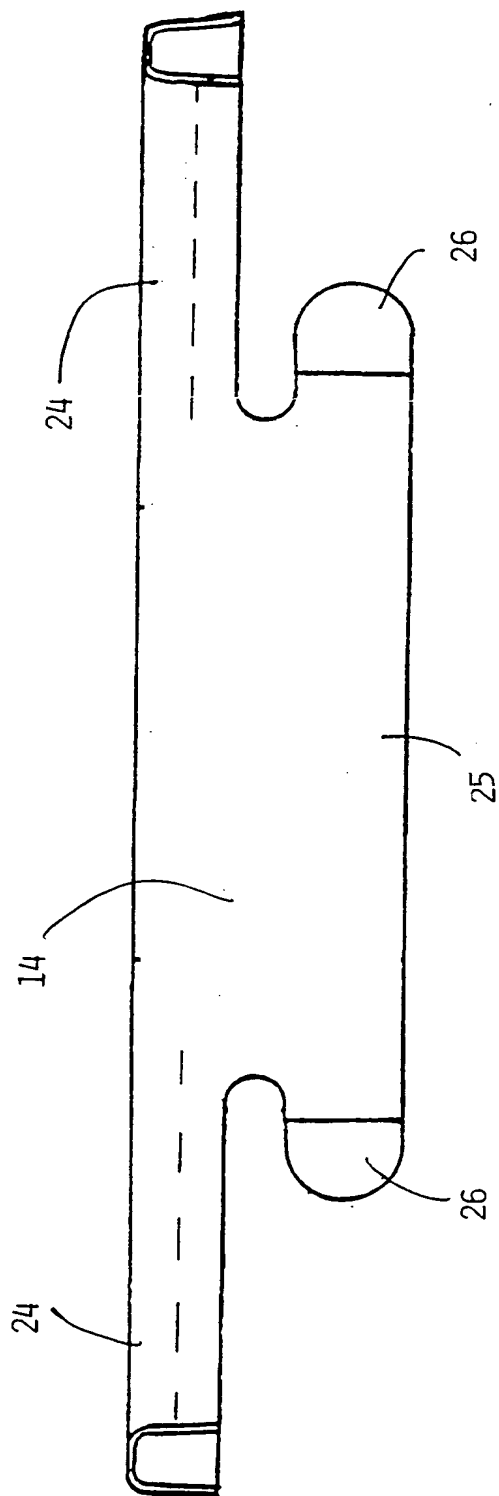


FIG 2

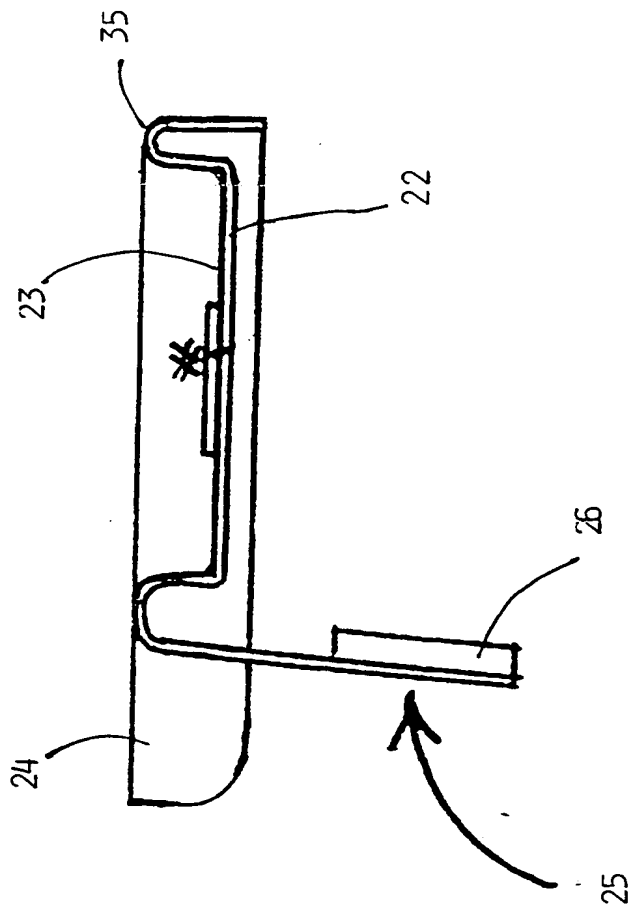


FIG 3

INTERNATIONAL SEARCH REPORT

International application No.

PCT/AU00/00623

A. CLASSIFICATION OF SUBJECT MATTERInt. Cl. ⁷: G09F 23/06

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC: G09F 23/06

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

WPAT: G09F and "basket"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
P,A	EP 941934 A (FLINK) 15 September 1999	
A	US 4376502 A (COHEN) 15 March 1983	



Further documents are listed in the continuation of Box C



See patent family annex

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

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"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search

4 July 2000

Date of mailing of the international search report

12 JUL 2000

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